

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-47 (canceled)

48. (new) A card assembly comprising:

a card body, having card body indicia inscribed thereon, wherein said card body comprises a generally flat outer panel having an outer panel first face and an outer panel second face, wherein said outer panel second face is substantially opposite said outer panel first face, and wherein said card body further comprises a generally flat inner panel, wherein said inner panel is attached to and coextensive with said outer panel, and said inner panel comprises a inner panel first face and an inner panel second face, wherein said inner panel second face is substantially opposite said inner panel first face, and wherein the outer panel first face is disposed in an aligned, facing relation to said inner panel first face;

a first opening formed in said inner panel second face; and

a machine readable storage medium received in said first opening.

49. (new) The card assembly of claim 48, wherein a portion of said machine readable storage medium is retained between the inner panel first face and the outer panel first face.

50. (new) The card assembly of claim 49, further comprising a first thematic indicia, wherein said first thematic indicia is disposed upon said machine readable storage medium.

51. (new) The card assembly of claim 50, wherein said first thematic indicia is thematically related to said card body indicia.

52. (new) The card assembly of claim 51, wherein said machine readable storage medium comprises stored data.

53. (new) The card assembly of claim 52, wherein said stored data is thematically related to said card body indicia.

54. (new) The card assembly of claim 53, wherein said card body is formed from a die cut blank.

55. (new) The card assembly of claim 54, wherein said first opening is formed via die cutting.

56. (new) The card assembly of claim 55, wherein said card body includes a first fold line.

57. (new) The card assembly of claim 56, whereby folding of said card body along said first fold line conceals said machine readable storage medium.

58. (new) The card assembly of claim 57, wherein said card body is folded along said first fold line in a top folding manner.

59. (new) The card assembly of claim 57, wherein said card body is folded along said first fold line in a side folding manner.

60. (new) The card assembly of claim 57, further comprising a second fold line.

61. (new) The card assembly of claim 54, further comprising
a second opening in said inner panel second face; and
a first gift card received in said second opening.

62. (new) The card assembly of claim 61, wherein said second opening is formed via die cutting.

63. (new) The card assembly of claim 62, wherein said card body includes a first fold line, wherein said card body is folded about said first fold line forming a first panel and a second panel.

64. (new) The card assembly of claim 63, wherein said first opening and said second opening are located on said first panel.

65. (new) The card assembly of claim 63, wherein said first opening is located on said first panel and said second opening is located on said second panel.

66. (new) The card assembly of claim 63, wherein said first opening is located on said second panel and said second opening is located on said first panel.

67. (new) The card assembly of claim 63, whereby folding of said card body along said first fold line conceals said machine readable storage medium.

68. (new) The card assembly of claim 67, wherein said card body is folded along said first fold line in a top folding manner.

69. (new) The card assembly of claim 67, wherein said card body is folded along said first fold line in a side folding manner.

70. (new) The card assembly of claim 67, further comprising a second fold line.

71. (new) The card assembly of claim 67, further comprising a plurality of fold lines.

72. (new) The card assembly of claim 61, wherein said first gift card includes a machine readable portion.

73. (new) The card assembly of claim 72, wherein said machine readable portion of said first gift card extends from said card body so as to allow reading of the machine readable portion by a machine.

74. (new) The card assembly of claim 73, further comprising a card attachment portion in said inner panel second face; and
a second gift card received in said card attachment portion.

75. (new) The card assembly of claim 74, wherein said card attachment portion comprises a plurality of tabs.

76. (new) The card assembly of claim 74, wherein said card attachment portion comprises an adhesive.

77. (new) A card assembly comprising:
a card body, having card body indicia inscribed thereon, wherein said card body

comprises a generally flat outer panel having an outer panel first face and an outer panel second face, wherein said outer panel second face is substantially opposite said outer panel first face, and wherein said card body further comprises a generally flat inner panel, wherein said inner panel is attached to and coextensive with said outer panel, and said inner panel comprises a inner panel first face and an inner panel second face, wherein said inner panel second face is substantially opposite said inner panel first face, and wherein the outer panel first face is disposed in an aligned, facing relation to said inner panel first face;

a first opening formed in said inner panel second face; and

a machine readable storage medium received in said first opening, wherein a portion of said machine readable storage medium is retained between the inner panel first face and the outer panel first face, and wherein said machine readable storage medium includes a first thematic indicia, wherein said first thematic indicia is disposed upon said machine readable storage medium, and wherein said first thematic indicia is thematically related to said card body indicia;

a second opening in said inner panel second face;

a first gift card received in said second opening; and

a first fold line, wherein folding of said card body along said first fold line conceals said machine readable storage medium.

78. (new) The card assembly of claim 77, wherein said first gift card includes a machine readable portion.

Appl. No. 10/660,294
Amdt. dated August 24, 2004
Reply to Office action of May 24, 2004

79. (new) The card assembly of claim 78, wherein said machine readable portion of said first gift card extends from said card body so as to allow reading of the machine readable portion by a machine.

80. (new) The card assembly of claim 79, further comprising a second fold line.

81. (new) The card assembly of claim 80, further comprising a plurality of fold lines.